GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Agriculture and Cooperation Department – Draft Guidelines for Conduct of "Rythanna – Meekosam Vaarotsavaalu" - Orders – Issued.

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AGRICULTURE & COOPERATION (AGRI.II) DEPARTMENT

G.O.RT.No. 1014 Dated: 24-11-2025

Read:

E-file from the Director of Agriculture, A.P., Guntur, efile no. AGC02-23022/82/2025-RBK, dated.24.11.2025.

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ORDER:

In the circumstances reported by the Director of Agriculture, A.P., Guntur in the reference read above, he has proposed that, in order to overhaul the primary sector and to enhance the livelihood and economic standards of farmers by transforming them into Agri-preneurs, the Hon'ble Chief Minister has envisioned five core principles to be disseminated up to the last mile, namely: (1) Water Security, (2) Demand-Driven Agriculture, (3) Agritech, (4) Food Processing, and (5) Government Support. In pursuance of these directions, the Hon'ble Chief Minister has instructed that "Rythanna – Meekosam Vaarotsavaalu" be conducted across the State through the Agriculture and Allied Departments, with a focus on the above principles.

2. After detailed examination of the proposal, the Government have decided to conduct this programme i.e. "Rythanna – Meekosam Vaarotsavaalu". This programme is a house-to-house campaign to be conducted for seven days from 24th to 29th November 2025, with Rythu Seva Kendram (RSK) as the unit of interaction. The subsequent activities, namely compilation and analysis of data collected from farmer households, shall be carried out from 30th November to 2nd December 2025, followed by a Workshop at RSK on 3rd December 2025 to finalise the Action Plan for 2026–27.

3. Whereas, the Village functionaries shall organise and implement the programme as a team. The proposed team members at each RSK are:

- RSK Assistant (VAA/VHA/VSA),
- Animal Husbandry Assistant / Village Fisheries Assistant,
- Village Revenue Officer,
- Village Engineering Assistant,
- Village Energy Assistant,
- Progressive Farmers,
- Members of PACS, WUA, and Market Committee.

(P.T.O)

4. It is proposed, to group every three households under each RSK as one cluster. Each team shall cover 30 clusters (90 households) per day, spending 15– 20 minutes at each cluster to (i) hand over the Hon'ble Chief Minister's letter, (ii) distribute pamphlets on farmer welfare measures, and (iii) emphasize the five principles and use of the APAIMS App. A total of 540 households will be covered in six days, with relaxation allowed for local variations in household numbers.

5. Whereas, for effective implementation, the Agriculture and Allied Departments shall coordinate under the supervision of the District Administration, and necessary instructions shall be issued to all concerned. As directed by the Hon'ble Chief Minister, all farmer households shall be visited, and a detailed, actionable plan shall be prepared for each RSK for 2026–27. Draft communications to District Collectors and draft memos to DAOs have been submitted for approval and onward submission to Government.

6. The Director of Agriculture, A.P., Guntur is requested to take necessary action in the matter accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

B RAJSEKHAR,
EX-OFFICIO SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Director of Agriculture, A.P., Guntur.
Copyto:
All the District Collectors (communicated through the DoA, A.P., Guntur)
All the DAO's (communicated through the DoA, A.P., Guntur)
P.S. to Hon'ble Minister for Agriculture, A.P. Secretariat.
PS to Ex-Officio Spl.C.S to Government, A&C Dept.
SF/SC(3048929).

//FORWARDED:: BY ORDER//

SECTION OFFICER